WHAT IS CLAIMED IS:

1.   A method employing a computer system for marketing a health care product, the method comprising:

receiving information about characteristics of at least one of a consumer and a decision influencer;

based on the received information, retrieving stored information from a database accessible by the computer system, the stored information containing at least one of consumer information, decision influencer information, and product information;

analyzing the received information and the stored information to determine presence of a sufficient indication of at least one of (i) consumer interest in the health care product and (ii) product-related relationships between the consumer and decision influencers identifiable from the stored decision influencer information;

if sufficient indication is present, retrieving a list of potential actions related to the health care product from a product information database;

evaluating whether to perform each of the potential actions based on at least one of the consumer information, the decision influencer information, the product information, and action-specific criteria; and

performing potential actions that meet action-specific criteria.

2.   The method according to claim 1, further comprising, prior to the performing step, prioritizing the potential actions that meet action-specific criteria.

3.   The method according to claim 1, further comprising, prior to the performing step, sequencing the potential actions that meet action-specific criteria.

4.   The method according to claim 1, further comprising, prior to the performing step, grouping the potential actions that meet action-specific criteria.

5.   A computer-implemented method for facilitating marketing of a health care product, the method comprising:

receiving input from at least one of a consumer and a system agent that identifies consumer interest in the health care product and that contains consumer identity information;

based on the input, identifying a decision influencer that has a product-related relationship with the consumer; and

absent explicit instruction from the consumer, communicating information about at least one of the consumer interest, the product-related relationship, and the health care product to the identified decision influencer.

6.   The method according to claim 5, wherein the identifying step is accomplished by identifying the decision influencer from a plurality of decision influencers stored in a database.

7.   A computer system to facilitate marketing of a health care product, comprising:

an interface device for receiving information about characteristics of at least one of a consumer and a decision influencer; and

a system controller having access to a first data medium that stores data about a plurality of decision influencers and a second data

medium that stores data about the health care product, wherein, based on the characteristics information and the stored data, the system controller identifies decision influencers that have a product-related relationship with the consumer and communicates information to the identified decision influencers about at least one of the health care product, consumer interest in the health care product, presence of the product-related relationship with the consumer, and a request by the consumer that the information be communicated.